



# ORDER

Print Date 04/09/12 Page 1 of 2

Flight Dates 04/10/12-04/16/12

Contract / Revision      **293941 /**  
Original Date / Revision  
                                  04/09/12    04/09/12  
Advertiser **Cardon / Republican / Senat**  
Agency    **Media Placement Technolog**  
Buying Contact  
  
**336 Commerce Street**  
**Alexandria, VA 22314**

Product  
**Wil Cardon for Senate**  
  
Agency Com    15%  
Billing Contact  
  
**PO Box 288**  
**Alexandria, VA 22313**  
  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL          POL          CAND  
Product Codes    PL  
Priority              P-1  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
April 2012	32	\$19,465.00	\$22,900.00	0.00	03/26/12	04/16/12	32	\$19,465.00	\$22,900.00
Totals	32	\$19,465.00	\$22,900.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	04/10/12	04/16/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	11111--	:30	5	\$200.00	P-3	0.00 NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 04/09/12	04/15/12	-1111--		4				\$200.00		0.00		
		Week: 04/16/12	04/22/12	1-----		1				\$200.00		0.00		
N 2	KNXV	04/10/12	04/16/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$600.00	P-3	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 04/09/12	04/15/12	-1111--		4				\$600.00		0.00		



KNXV

Print Date: 04/09/12

Page 2 of 2

# **KNXV-TV PHOENIX**

Contract / Revision **293941** Flight Dates **04/10/12-04/16/12**

Hiatus Dates

Original Date / Revision 04/09/12/ 04/09/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KNXV	04/10/12	04/16/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/16/12	04/22/12	1-----			1			\$600.00		0.00			
N 3	KNXV	04/10/12	04/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/09/12	04/15/12	-1111--			4			\$700.00		0.00			
Week:		04/16/12	04/22/12	1-----			1			\$700.00		0.00			
N 4	KNXV	04/10/12	04/16/12	M-F 630pm-7pm Wheel of Fortune	CM	630pm-7pm	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/09/12	04/15/12	-1111--			4			\$1,200.00		0.00			
Week:		04/16/12	04/22/12	1-----			1			\$1,200.00		0.00			
N 5	KNXV	04/14/12	04/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/09/12	04/15/12	-----S-			1			\$650.00		0.00			
N 6	KNXV	04/10/12	04/16/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/09/12	04/15/12	-1111--			4			\$600.00		0.00			
Week:		04/16/12	04/22/12	1-----			1			\$600.00		0.00			
N 7	KNXV	04/10/12	04/16/12	M-F 430-5am M-F 430am News	CM	430-5am	11111--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/09/12	04/15/12	-1111--			4			\$50.00		0.00			
Week:		04/16/12	04/22/12	1-----			1			\$50.00		0.00			
N 8	KNXV	04/16/12	04/16/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/16/12	04/22/12	M-----			1			\$5,500.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 32 \$22,900.00